GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4355
ANSWERED ON:26.08.2004
INCOME FROM SERIALS
Shaheen Shri Abdul Rashid

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a)the names of the serials telecast on Doordarshan which have gained utmost popularity and earned revenue during the last three years;

(b) the details of the income earned from these serials by the Government; and

(c) the criteria followed to categorize any serial as popular serial?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) and(b) Prasar Bharati has given the following details of the most popular serials and revenue earned from them during the last three years:

Year	Name of the Serial	Revenue earned (in Rs.)
2001	Jai Hanuman	3.37 crores
2002	Aapbeeti	7.33 crores
2003	Aapbeeti	7.35 crores

(c) Prasar Bharati has informed that the criteria followed to categorize any serial popular is TRP ratings done by TAM (Television Audience Measurement)